

Message Text

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SUBJECT: FY 1976 LTC EVENTS SCHEDULE

REF: A) USDOC 10438; B) LONDON 14979; C) USDOC 15310

1. IN SERIES OF TELECONS, WE HAVE STRESSED OUR NEED FOR CLARIFICATION AS TO WHAT EXACTLY IS ENVISAGED FOR "TOTAL ENERGY SYSTEMS" SHOW SCHEDULED FOR STOCKHOLM TC IN JUNE 1976, AND WHICH USDOC PROPOSES AS TANDEM EXHIBITION FOR LONDON IN SAME PERIOD. THIS INFORMATION IS ABSOLUTELY ESSENTIAL TO ANY DECISION ON PROPOSED SHOW, BUT TO DATE WE HAVE NO DETAILS OR EVEN ROUGH OUTLINE OF EXHIBITION PLAN.

2. INFO JUST RECEIVED FROM STC INDICATES SITE FOR SCANDINAVIAN PART OF SHOW MAY BE NORWAY. WOULD THIS MEAN SHOW THEME WILL INCLUDE OFFSHORE DRILLING AND PRODUCTION EQUIPMENT? NORWEGIAN SITE WOULD POSE SERIOUS PROBLEMS.EVEN IN BEST OF CIRCUMSTANCES (I.E. TANDEM SHOWS IN ADJOINING COUNTRIES) RISK OF CUSTOMS, TRANSPORT ETC., PROBLEMIS AGGRAVATED, AND SUSCEPTIBILITY OF NARROWLY TIMED SHIPMENTS TO MISSED SCHEDULES AND WORK-STOPPAGES MAKES US EXTREMELY APPREHENSIVE. TO THIS IS JOINED PROBLEM OF SHORTENED EXHIBITION WEEK, HAMPERING FULLEST POSSIBLE EXPLOITATION OF SHOW'S POTENTIAL.

3. TURNING TO PROPOSAL NO.1 IN REF (A), IN U.K. THIS WOULD BE SINGLE-CUSTOMER SHOW FOR CENTRAL ELECTRICITY GENERATING BOARD AND ANY FOREIGN GOVERNMENTS THAT MIGHT ATTEND. RECOMMEND STRONGLY AGAINST THIS. MARKET RESEARCH FIRM CURRENTLY WRITING ELECTRIC GENERATING

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SYSTEMS GOS MAINTAINS THAT SYSTEMS AND EQUIPMENT FOR

NATIONAL GRIDS ARE NOT SOLD THROUGH TRADE SHOWS, AND WE BELIEVE THIS TRUE. IN ADDITION U.K. ELECTRICITY CONSUMPTION HAS DECLINED SIGNIFICANTLY IN RECENT MONTHS AND POWER STATIONS ARE CLOSING. QUESTIONS OF ALTERNATE NUCLEAR SYSTEMS, NORTH SEA OIL/GAS FUTURE, AND FUELS POLICY IN GENERAL ARE UNRESOLVED AND POLITICALLY SENSITIVE.

4. SECOND PROPOSAL REF (A) ELABORATES ON FIRST BY ADDING EXPLORATION AND EXTRACTION; PRESUMABLY PROCESSING AND CONVEYANCE ELEMENTS WOULD BE INCLUDED TO AVOID GAP IN "TOTAL SYSTEMS" APPROACH. FAIL TO SEE DIFFERENCE IN THIS PROPOSAL AND JUNE SHOW PROPOSED IN .76 CCP WHICH WAS PREEMPTED BY DECISION ON PARTICIPATION IN OFFSHORE INTERNATIONAL BIRMINGHAM IN DECEMBER 1976.

5. EXHIBITION OF ALL TYPES AND SIZES OF SYSTEMS FOR ALL SORTS OF END-USERS, AND EMPLOYING COMPETING TYPES OF FUEL, ON SURFACE SEEMS UNWIELDY AND HARD TO SHAPE INTO MARKETABLE SHOW. EVEN SMALL SHOW LIKE APRIL 1975 POWER GENERATING JEEP MIXING DISPARATE SYSTEMS (E.G. FARM AND LIGHTHOUSE EQUIPMENT) PROVED DIFFICULT TO PROMOTE. INTRODUCTION OF OIL/GAS PROCESSING ASPECTS WOULD RAISE CONSIDERATION OF PETROTECH (APRIL 6-9) AND WORLD GAS CONFERENCE (JUNE 7-11) CONFLICTS.

6. ALSO WISH EMPHASIZE, IN SUMMING UP, VERY SERIOUS CONCERN OF TRADE CENTER DIRECTOR RE PHYSICAL PROBLEMS INHERENT IN MOVING SHOW FROM STOCKHOLM TO LONDON. SETTING UP PREVIOUS TANDEM WITH STOCKHOLM (APRIL 1975 ELECTRONIC PRODUCTION AND TEST EQUIPMENT EXHIBITION) WAS A NEAR THING, AND WOULD ASSUME EXHIBIT ITEMS FOR ENERGY SYSTEMS WHICH WOULD BE HEAVIER, MORE BULKY AND HENCE MORE DIFFICULT BOTH TO TRANSPORT AND SET UP.

7. SEPARATE MESSAGE WILL ADDRESS POINTS RAISED IN PARAS 1-3 OF REF. C.
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